COURSE CONTENT

Course Code	DV3012
Course Title	Production for Graphic Designers
Pre-requisites	DV3010 Visual Communication III
No of AUs	3
Contact Hours	39 hours studio contact

Course Aims

This intermediate to advanced course will introduce you to the techniques and processes of graphic design production. You will be exposed to digital technologies and vendor management, as well as learn how to efficiently prepare highest-quality artwork that conform to professional requirements and industrial standards for print and electronic media. This learning forms practical and technical knowledge to prepare you for work in a professional setting.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Describe the workflow and techniques used in the production of print and electronic media.
2. Develop design materials and synthesise photographic images professionally.
3. Apply appropriate finishing techniques for publishing in both print and electronic formats.
4. Present professional and high-quality finished artworks, and reflect on the effectiveness of achieving the presumed communication and output intentions.
5. Constructively discuss and critique various printing techniques and effects employed by peers.

Course Content

In this course you will receive an overview of the key techniques that are related to the production of design materials, such as image reproduction, bitmap image formats for the web, colour specifications, file preparation, proofing, trapping procedures, paper selections, press-checks and binding and finishing techniques.

Production knowledge for print and electronic media
The course begins with an overview of the history and terminology of print and electronic media productions. This includes introduction of computer software for production, understanding bit depth, DPI and PPI as measurements of image quality, and the differences of bitmap verses postscript image construction. This is then applied to the planning for production. Advantages and disadvantages of major printing processes and know-how to select an appropriate process for a given project will also be explored.

Context and technical preparation of print and electronic media productions
You will receive a basic introduction to colour and font management and special techniques in print and electronic media productions. This may include International Color Consortium (ICC) profile; digital color concepts for color communication and measurement; managing screen font and printer font, the differences of postscript, true type, unicode and open type; understanding

bleed, trapping, overprint and knockout. The aim of this section is to gain a basic familiarisation with the terms and the different requirements for preparing design and layout for production output.

Class assignments

You will prepare production files for publishing on both print and electronic media that demonstrate an understanding of production workflow, offset lithography and web creation. Classes will include mini-lectures, demonstrations, field trips and activities that may be included in the assessment.